

New Features of the



The new Buicks for 1924 are not merely new in a few outstanding features. They are new cars in every feature. But they preserve the basic principles that have made Buick famous.

Six-Cylinder Models

New Buick four-wheel brakes, easy to adjust and positive in action.
Larger bodies of entirely new design throughout. Radiator new in design and construction.
New large size filler base and radiator cap.
New hood to conform to new radiator and bodies.
New water-tight hood hinge.
New open hood support.
New crowned fenders.
New design lamps to harmonize with new radiator and body lines.
New weather-proof strip on top of windshield.
New windshield, opening outward, anchored in rubber, extra wide vision.
New windshield bracket, exceptionally strong and pleasing in design.
New frame, extra heavy reinforced front and rear. Long wheelbase—130 and 128 inches.
New instruments, instrument board and light conform to light design.
New dust aprons.
New gasoline tank—extra strength, fully covered.
New flush ventilators with baffle plates.
New flush-fitting wide doors.
New bumper plates on doors.
New extra seats of unusual width.
New seats, positions insure greatest comfort.
New aluminum-bound low running-boards.
New six-cylinder Buick Valve-in-Head motor with all parts automatically lubricated.
New removable cylinder head.
New cup top push rods, adjustment on rocker arms, all automatically lubricated.
Silchrome exhaust valves.
New design double valve springs.
Valve stems and springs automatically lubricated by force feed from rocker arms.
New straight rocker arm shaft carrying oil to rocker arms and push rods.
New self-centering design valve spring and key.
New large camshaft.
New large camshaft bearings.
New automatic lubrication of camshaft bearings.
New large crankshaft—exceptionally carefully balanced.
New large crankshaft bearings.
New force feed lubrication to crankshaft bearings.
New long connecting rods.
New force feed lubrication to connecting rod bearings.
New type connecting rod piston pin attachment.
New long pistons.
New large piston pins.
New large timing gears.
New force feed lubrication to timing gears.
New camshaft gears.
New large water pump bearing.
Water pump shaft bearing automatically lubricated.
New large pump packing with brass glands.
New large distributor breaker cam.
New design square inlet manifold.
New design lower half crank case, extra strength.

New large size oil pump at lowest point in crank case—free from sediment.
New style mud pan, very secure, easily removable.
New location for oil drain at lowest point in case.
New detachable motor arms on crank case, giving extra strength.
New positive heavy clutch spring.
New reinforced fan with long hubs.
New baffle in transmission insuring correct passage of all lubricant.
New brake disc on rear axle with new spiders.
New third member to correspond to longer wheelbase.
Extension on rear spring axle seats for convenience in placing jack.
New reverse Elliott type front axles.
New and heavy I-beam front axle forging section.
New enlarged king bolt bushing.
New metal cap to protect top of king bolt.
New tie rod tube of one-piece construction, ball socket on each end.
New front and rear springs—exceptionally fine riding qualities.
Bayonet type lock for gas tank top.
New spark and gas control—no sector and very short levers.
Universal mounting on headlamps, giving wide focusing range.
New aluminum cowl beading.
New rear window light, most convenient for driver and passengers.
New style flush type curtain fasteners.
New sliding flat switch for tonneau lamps.
New outside door handles, fully nickel-plated—Models 49, 54, and 55.
Wind lace on door openings of open models.
Sunshades on all closed cars, also Models 49, 54, and 55.
New tops, special Buick design.
New narrow windshield posts on closed models, giving clear vision.
New style door stops eliminating door straps on closed cars.
New type door hinges on closed cars.
New walnut window mouldings on closed cars.
New metal covered body pillars on closed cars.
New plush upholstery of exceptional quality in closed cars.
New double-service upholstery in Model 41.
New valve to increase efficiency of heaters in closed models.
New gasoline gauge on Models 41, 44, and 45.
New windshield wings on Sport Models.
New type grain leather in Sport Models.
New design nickel-plated radiator on all Sixes.
New design dumb-bell cap on Sport Models.
New style trunk rack on Sport Touring and Brougham Sedan.
New style deck bars on Sport Roadster.
Natural wood wheels, first quality, on Models 51, 54, and 55.
New streamline deck on Roadsters and Coupes.

Four-Cylinder Models

New Buick four-wheel brakes—large drums, positive action.
Larger bodies of entirely new design throughout.
New design cellular radiator.
New design hood to conform to new radiator.
New ledge making hood flush with body.
New water-tight hood hinge.
New hood rest to hold up sides of hood.
New flush ventilator operated by push lever from driving compartment.
New doors flush with body.
New style windshield bracket with brace running full length of cowl.
New weather-tight metal strip on top of windshield.
New design instruments and instrument board.
New low-tilted seats, most comfortable.
New steering wheel position, giving ease of control.
New design aluminum cowl beading.
New design dust apron with single bead.
New windshield construction—swings outward—fine ventilation.
New cylinder water outlet in motor.
New hand brake lever.
New left-hand spiral gears in rear axles.

New reverse Elliott type of front axle.
New one-piece tie rod tube.
New center cross member on frame.
New front spring hanger.
New front spring shackle bracket.
New steering gear.
New design lamp.
New universal mountings on headlights, wide focusing range.
New curtain fasteners flush with body.
New design tops and side curtains.
New rear curtain lights, convenient to driver and passengers.
New style dovetails on doors.
New narrow windshield posts on closed models, giving clear vision.
New style door stops on closed models, eliminating straps.
New highly finished walnut mouldings around windows of closed models.
Sunshades on closed models.
New heater valve on closed models.
New graceful design deck on Roadsters and Coupes, very roomy.
New weather-proof large door openings in Roadster and Coupe decks.

**All 1924 Buick Models
Are Now On Display At The
HOWARD AUTO COMPANY
1326 S. Flower St., Los Angeles, Calif.**

**1924 Buick Models
Will Be On Display
at the**

**Torrance
Fiesta and Exposition
FRIDAY and SATURDAY**

H. N. GRIFFIN, Dealer Phone Gardena 1181
J. A. PHILLIPS, Dealer Phone San Pedro 919

**BUICK'S 1924 LINE
TO BE SHOWN
AT FIESTA
HERE**

**Four-Wheel Brakes and
New Bodies This
Year**

CARS ARE LARGER

**Wheel Base Extended;
Force-Feed Oiling
Is Feature**

With new body design, a perfect system of force feed lubrication to the overhead valve mechanism, longer wheel bases, and four-wheel brakes, the new 1924 Buick models will be seen at Torrance for the first time Friday and Saturday of this week at the Fiesta.

So great has been the demand by dealers all over the country for these new models that they are a few days late in arriving here, but will be an added attraction in the automobile tent in the H. N. Griffin and J. A. Phillips exhibit.

The body lines of the new Buicks are entirely different from any of former years. Fenders, lamps and radiators have all been redesigned to conform with the beautiful new lines of the bodies.

Buick has adopted the four-wheel brake in the belief, according to Mr. Griffin, that all cars will be so equipped before many years have passed.

The force-feed lubrication to the overhead valves keeps the rocker arms and rocker arm shafts running in a continual film of oil. Oil is forced to the valve mechanism under pressure and drains down to the crank case.

All closed models are equipped with sun shades. So are the sport models.

The chief changes in design and construction are followed throughout both the four-cylinder and six-cylinder lines.

It is an open secret in Buick circles, according to Mr. Phillips, that the new Buick is exceptional in point of economy, ease of operation, and speed.

The new models are already on display at the Howard Auto company in Los Angeles. Models now on the way west will be rushed to Torrance immediately, so that the Fiesta crowds may see them before

the automobile show closes here. The wheelbases of the models vary from 120 to 128 inches, an increase of from two to four inches in length. No list of new prices has been received as yet.

**Sales of Fords
Is Indication
Of Prosperity**

DETROIT, Mich., July 30.—The general prosperity now existing throughout the country is strikingly reflected in the demand for Ford cars and trucks.

Dealer requirements for August call for 300,000 cars and trucks, and orders making up this great total come from nearly every section of the nation.

The company's huge manufacturing facilities are being utilized to the utmost in an endeavor to increase the daily output so that dealers' orders may be filled as quickly as possible.

The proportion of increase in the demand for Ford products is about equally divided between commercial centers and rural communities, reflecting not only better conditions in the cities, but likewise a growth of prosperity among the farmers. A feature of the dealer requirements is the large number of Ford one-ton trucks. Sales of Ford trucks have been mounting every month this year, establishing new high marks, and August promises to bring another record-breaker. While business concerns everywhere are daily turning to the use of the Ford truck in increasing numbers, the sales records also show that farmers are availing themselves of the advantages and economy of motor truck transportation to a greater extent than ever before.

**Come In and Get One of the
FREE COUPONS**

They are worth \$5.00 and they give you a chance on the \$35.00 prize that will be awarded to the holder of the lucky number on September 1, 1923.

You don't have to buy anything—just come in and get the coupon.

**Portraits Kodak Finishing
Office Supplies Stationery
Picture Framing**



1509 Cabrillo Ave. Torrance

**AS A FIESTA WEEK
SPECIAL**

**We Will Give All WATCH
Purchasers 10% DISCOUNT
Off The Regular Prices.**

With this discount you can buy an ELGIN Watch in a Green or White gold filled case for \$16.00.

Discount applies on both Ladies' and Gents' Watches—Elgin, Waltham, Hamilton, South Bend, Swiss, etc.

As you know these watches are sold the world over at standard prices—you just deduct 10 per cent from these prices.

**DIAMONDS
WATCHES
JEWELRY
House of Parr Values
SILVER
CLOCKS
ETC.
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